

Module Syllabus for BSP2005

ASIAN BUSINESS ENVIRONMENTS

Semester 2, 2016/17

Course Instructor	Email	Office	Office Hours
Dr. Markus TAUSSIG	markus@nus.edu.sg	MRB 06-40	Friday, 9-10am & 1-2pm

Tutorial Instructors	Email
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I. Short Bio of Instructor

I am in my sixth year as Assistant Professor in Strategy and Policy at NUS Business School. I received a Doctorate in Business Administration in Strategy from Harvard Business School and a Masters in International Economics and Southeast Asian Studies from the Paul Nitze School of Advanced International Studies at Johns Hopkins University. Building on over 11 years living in Vietnam in the 1990s and early 2000s, my research focuses on how firms, government, and society interact with one another in emerging economies. My research to date has examined these interactions as they relate to the private equity industry, global production networks, and the social responsibilities of firms.

II. Overview

There is no single Asian business environment. Instead, Asia is home to as diverse a range of environments as any continent on our planet. This course explores the role of regional, national, and subnational environments on business strategy in Asia. Students taking the course will learn about country characteristics, such as factor endowments, institutions, politics, and culture, which affect country- and firm-level outcomes in Asia. The course considers both country and firm perspectives. We will investigate how environments are shaped and how they then affect firm performance and managerial decision-making.

III. Course Structure and Pedagogy

This course involves one weekly lecture and one tutorial. The lecture is generally given by me, though I also aim to regularly bring in guests from industry to provide different perspectives and an opportunity for students to directly interact with potential role models in business. Lecture will begin at 5 minutes after the scheduled starting hour (e.g. 10:05 for class scheduled to start at 10) and will usually end by around 20-25 minutes before the scheduled ending hour (e.g. 11:35-11:40 for class scheduled to end at noon). There will not be a break in between. PDFs of lecture slides will be posted on IVLE within 1-2 days of the lecture, but not before. Tutorials, which begin the third week, are taught by an experienced set of doctoral students. Given the large number of students.

IV. Communications

I am available to meet with students in my office Fridays 9-10am and 1-2pm. Weeks where the class has a guest may lead this time to be shortened to 1:30-2pm or canceled altogether because of time I need to spend with the guest. For these weeks or weeks where students cannot make the standard

office hours, students can always approach me before or after class to arrange an alternative time. For most issues, however, students will find that the most effective means of communication is through the Discussion Forum on IVLE. This is because most questions are issues of likely interest to others in the class and often others already know the answer. The Tutorial Instructors and I will check in on the Discussion Forum on a regular basis to provide answers when needed. At times, I will also use the Discussion Forum to post questions for students relating to the course.

V. Evaluation Weights

Pre-Lecture Assessments	25%
In-Lecture Polls	5%
Group Presentation in Tutorial	20%
Participation in Tutorial and in Lecture	20%
Final Exam	30%

VI. TENTATIVE CLASS THEMES

Class Date	Class Theme
(1) Jan 13	Introduction
(2) Jan 20	The Role of the State in Asia (I): National Development Strategies and the Asian Miracle
(3) Jan 27	The Role of the State in Asia (II): National Institutions & Asian Economic Crises
(4) Feb 3	Domestic Firms in Asia: Business Groups
(5) Feb 10	MNEs in Asia (I): Host Country Cultures and Internationalization Strategies
(6) Feb 17	MNEs in Asia (II): Market Entry Strategies
Feb 24 – RECESS WEEK	
(7) Mar 3	MNEs in Asia (III): The Case of Private Equity (<i>with guest speaker</i>)
(8) Mar 10	MNEs in Asia (IV): Google in China... or Google vs. China? (<i>with guest speaker</i>)
(9) Mar 17	MNEs in Asia (V): Buyer-Supplier Relations (<i>with guest speaker</i>)
(9) Mar 24	MNEs in Asia (VI): Negotiating Diverse Stakeholders (<i>with guest speaker</i>)
(11) Mar 31	Innovation & the Bottom of the Pyramid: The Case of Financial Inclusion (<i>with guest speaker</i>)
(12) Apr 7	Singapore in Asia: Looking Forward (<i>with panel of guests</i>)
(13) Apr 14	[NOTE: NO LECTURE DUE TO GOOD FRIDAY HOLIDAY!]
???	Final Exam